To: MacWilliams, Lori, Duszynski, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert, Burrows, Robert, Keeney, David, Mclean, James J., Campbell, Judy, Natale, Fray, 1600 - Buffalo Region (BURRELL)
From: Tanchyk, R
Posted: 11/12/97 19:56
Opened: 11/13/97 9:01
Subject: January promotions

FILE COPY

Ladies and Gentlemen,

I have attached a tentative communication letter to my chains re' January VAPs.I am concerned with crisp execution of these additional price reduction promotions during a 1- Plan B response at $2.00 off and 2- A multitude of Doral buydown denominations.Please edit or add your suggestions.I also plan to attach the Doral flyer that we received from the ROU.

Please let me know your thoughts.

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Source: https://www.industrydocuments.ucsf.edu/docs/qzbn0000